

BBC Charter Review Team  
DCMS  
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### **BBC Charter Review**

Camelot Group plc is grateful for this opportunity to respond to the DCMS consultation on BBC Charter Renewal.

#### **Background**

Camelot is the operator of The National Lottery, another unique public institution established by Parliament to deliver a public good. This public good is reflected in the breakdown of the lottery pound, with 50% distributed in prizes, 41% returned to society through contributions to the designated Good Causes (28%), Lottery Duty (12%) and non-reclaimable VAT and corporation tax (1%), 5% in retailer commission and 4% in operating costs, of which just 0.45% is returned to Camelot's shareholders. More than £15 billion has so far been raised by the lottery playing public for the Good Causes alone in the last nine years.

#### **The National Lottery and the BBC**

The nature of the public service which the BBC provides in contemporary Britain goes far beyond the range and quality of its television, radio and online offering. Its support for the public policy objective of driving digital television take-up, for example, has much broader implications for the national interest than simply extending viewer choice.

The National Lottery is a good example of how the BBC plays a vital role in many aspects of national life. The BBC has been the prime broadcasting partner of the National Lottery since its inception and launch in November 1994. The BBC has undoubtedly played a key part in helping the National Lottery achieve its premier policy objective of maximising returns to the Good Causes. At the same time, National Lottery related programmes have entertained audiences and simultaneously provided them with information about results and – to an extent – the wider benefits of the lottery.

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In the multi-channel digital age, other broadcasters are inevitably beginning to show interest in developing relationships with the National Lottery through Camelot as operator and the National Lottery Commission as regulator.

But all broadcasters recognise that the National Lottery is not a commercial enterprise akin to other third parties active in the broadcasting marketplace. It is also a public good, like the BBC itself, and the special status conferred on it by Parliament makes it unlike other enterprises.

#### ***Charter Review***

Camelot believes the BBC can and should undertake a multi-faceted strategic role for the benefit of the nation, supporting public policy where it is in keeping with its core remit, while continuing to enjoy its critical independence from Government. The Charter Review process is a clear opportunity to set out the BBC's wider public policy responsibilities and it is our hope that the special status of The National Lottery should be acknowledged and incorporated as part of this work.

Whether or not the special status of the lottery is explicitly incorporated into the Charter and Agreement, or whether these documents provide a foundation for more specific acknowledgement in the BBC Producer Guidelines and any future contract between the lottery operator and the BBC, will depend on how the new Charter is constructed.

Camelot would value an early meeting with the DCMS Review team to help clarify this last point and our public policy team will be in contact shortly.

**Mark Gallagher**  
DIRECTOR OF CORPORATE AFFAIRS